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CONSUMER TIME

CHRISTMAS -- 1945

NETWORK: NBC

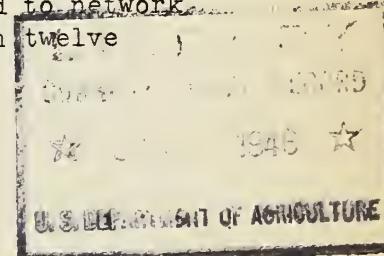
Date: December 22, 1945

ORIGINI: WRC

TIME: 12:15-12:30 p.m., EST

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1. SOUND: CASH REGISTER RINGS TWICE... MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.
5. MUSIC: DECK THE HALLS.
6. JOHN: (CALLING OVER MUSIC). Mrs. Freyman.....Mrs. Freyman! Hurry.....We're on the air.
7. FREYMAN: (Breathless, as music fades) Hurry, hurry, hurry. Johnny, I've got so much to do, I don't know where to start.
8. JOHN: Why Mrs. Freyman. I'd say that half of the homemakers in the country got up this merry Saturday morning and said the very same thing.
9. FREYMAN: But it's true, Johnny. This is a very busy week-end for almost everybody. That's why I thought we'd devote Consumer Time today to some rapid fire hints to homemakers. I mean hints that will be helpful in this last minute rush.



10. JOHN: Sounds like final instructions to a football team, just before they go on the field.

11. FREYMAN: (WEARY) I've been in the field all week, Johnny. You can tell that football coach friend of yours that I have definitely found something that will stop a "T" formation.

12. JOHN: (LAUGHING) I know you're talking about crowds of Christmas shoppers. Of course in football when you can't gain... you kick.

13. FREYMAN: (SEVERELY) Johnny, don't suggest it.

14. JOHN: OK....but if these hints are going to be rapid, we'd better get along with them. By the way, I hope folks won't think we're kinda nosey ... telling them what to do, and all that.

15. WOMAN: (FILTER) We don't look at it that way at all, Johnny -- it's just like visiting with one of the neighbors -- exchanging ideas.

16. SECOND WOMAN: (FILTER) Out here in California it's only 9:15. I've got my pies baking already!

17. THIRD WOMAN: (FILTER) Here in Peoria it's after eleven....but I've got most of my marketing done...for the whole week-end.

18. FOURTH WOMAN: (FILTER) It's only 10:15 here in Grand Junction... but we've cleaned the house...and I'm free to do some last minute shopping.

19. FREYMAN: It certainly is wise to get as many of these last minute things done just as early as possible. Now here are those hurry-up suggestions.

20. MUSIC -- FAST BRIDGE.

21. JOHN: First Mrs. Freyman, I think we ought to tell our Consumer Time friends a point, or two about the Christmas tree. Lot's of folks have already secured their tree....

22. FREYMAN: Oh yes Johnny....we should tell them what the Department of Agriculture says about fireproofing trees.

23. JOHN: Right! A dry Christmas tree is a fire hazard. The water absorbing power of trees permits the introduction of some fire resistant chemical solutions that will circulate through the branches and needles. According to the United States Forest Service ammonium sulphate is about the best for this purpose.

24. Freyman: Wait a minute Johnny. Where can I buy it?

25. JOHN: You can get ammonium sulphate from most seed and fertilizer stores. It's a fertilizer, you know.

26. FREYMAN: What do I do with the chemical after I get it?

27. JOHN: All right. Listen carefully. Divide the approximate weight of the tree by four. That gives you the number of pounds of ammonium sulphate you'll need. In other words, if the tree weighs eight pounds, you'll need two pounds of chemical. Dissolve the chemical in water using $1 \frac{1}{2}$ pints of water for each pound of chemical. Now saw off the stem of the tree at an angle. Place the tree in the solution... in a cool place... away from direct sun light. Your tree will be truly fire resistant.

29. MUSIC:

30. FIRST WOMAN: (FILTER) Some of us out here in California like to use living trees at Christmas time.

31. FREYMAN: That's/very sensible thing to do in California or anywhere else. The tree, when it is placed properly in a large tub or container, is not only fire resistant....but it can be used after the holiday season for ornamentation, and planted outside again. Of course you have to be careful to get the full root system if you dig the tree out yourself. An evergreen from the nursery is much more satisfactory.

32. MUSIC.

33. SECOND WOMAN: (FILTER) Why is it so hard to get holly with red berries this year? It hasn't been plentiful here in the middle west this season.

34. JOHN: We have a lot of friends right here in nearby Maryland, Virginia, and Delaware who can answer that question. You see Maryland, Delaware and Virginia produce ninety percent of the holly for the East. But this year the same frost that got the apple crop...got the holly berries...with the result that there is a little holly on the market this year.

35. SECOND WOMAN: (FILTER) I thought Texas produced holly, too.

36. JOHN: It does. And so does the Puget Sound area on the West Coast. The West coast holly, by the way, is the English variety.

37. MUSIC:

38. THIRD WOMAN: (FILTER) Well, Johnny, if you're such an authority on holly, maybe you could tell your Grand Junction correspondent something about the supply of mistletoe?

39. FREYMAN: By all means Johnny, do tell us about mistletoe.

40. JOHN: (EMBARRASSED-HESITATING) — Well — I know it's used for cattle feed in some parts of Texas.

41. FREYMAN: (HORRIFIED) Johnny!

42. John: Of course it is used for other purposes....

43. FREYMAN: That's better.

44. JOHN: I guess there's some in the studio.... I wouldn't know why -- unless it's for decoration.

45. FREYMAN: The lady from Grand Junction was interested in the supply.

46. JOHN: Ninety percent of our mistletoe comes from Oklahoma. The supply.... this year ... is very good.

47. MUSIC:

48. FOURTH WOMAN: (FILTER) As your New England correspondent, I'd like to get a few pointers on Christmas tree lights, Ours are always going out, just about the time we want to show the tree to friends.

49. JOHN: One of the best answers to your Christmas tree light troubles, is careful inspection before you put them on the tree. Inspect each cord for worn places in the insulation. A strip of friction tape wrapped around such places is sufficient. If two wires, side by side are worn, wrap each separately.

50. FREYMAN: Our lights always seem to have something wrong with the plug.

51. JOHN: You should check that part of the cord that connects it with the two pronged plug. Often lights that have been in use for a number of seasons will become worn at that point. The thing to do is remove the wires, wrap them separately with tape and then reconnect them to the binding posts, or little set-screws in the plug. And a final word about lights.... be sure you tighten each bulb in its socket before you turn them on.

52. MUSIC:

53. FIRST WOMAN: (FILTER) That's all interesting and helpful for the night before Christmas, Johnny and Mrs. Freyman, but what I'm concerned about is today. If I don't look out, I'll be running around in circles, like a turkey with his head cut off.

54. FREYMAN: You gave us the cue with that word "turkey". One of the things to do right now, is check the turkey, or chicken situation in your household and market. Just make sure that the bird will be on hand by Monday.

55. JOHN: I think the lady from Grand Junction had a mighty good point in getting all her house cleaning done today.

56. FREYMAN: The same should be said for our California homemaker who was getting all her baking done, too.

57. JOHN: And couldn't something be done about this last minute shopping?

58. FREYMAN: Absolutely. Today's the day the forehanded homemaker will order all the foods she needs for the holidays except such perishables as lettuce, carrots and other green vegetables that can be ordered on Monday. By the way, if you have difficulty getting lettuce, why not use cabbage. Cole slaw is always welcome. Anyway, to get back to our question, get the cleaning, buying and baking done today to avoid that last minute rush on Monday.

59. MUSIC:

60. SECOND WOMAN: (FILTER) I'm not worried about keeping today's activities organized, Mrs. Freyman. But what about Sunday?

61. FREYMAN: Church services, with special programs in the morning and evening, will take up much of the day. Therefore, we suggest that you plan only light, simple meals for Sunday. Welsh rarebit is a good supper dish and cheese comes in fine for a time like this. Lamb or pork chops are good quickies for a main dish for dinner.

62. MUSIC.

63. THIRD WOMAN: (filter) Getting back to the subject of turkey, I'm a little worried about my Christmas dinner, because I can't find any chestnuts on the market. I always try to use chestnuts in the turkey stuffing. Are there any other nuts that taste just as good?

64. FREYMAN: Yes, indeed. You can use chopped blanched almonds, or pecans, or walnuts. And for those of you who may use rice stuffing... hazelnuts are delicious when you use them in combination with rice.

65. JOHN: As long as you're going to talk about food, I'd like to say something about a favorite of mine.

66. FREYMAN: What's that?

67. JOHN: Cranberries.

68. FREYMAN: Well, what about them, Johnny?

69. JOHN: Their flavor is so good, why must we always have them in jelly?

70. FREYMAN: Why they don't always have to be in jelly! Cranberries are fine in partnership with oranges and apples in that popular raw relish. Using honey or corn syrup with cranberries saves sugar, if you're scraping the sugar bowl at your house.

71. FOURTH WOMAN: (filter) If Johnny's going to bring up individual food questions, I'd like to ask one about hard sauce for plum pudding. For some reason mine gets too hard, too heavy, too compact. How can I make it light and fluffy?

72. FREYMAN: One way to make fluffier hard sauce is to cream the butter first and then work in the sugar, little by little. Add just a little sugar at a time. Last of all, work in a few tablespoons of heavy cream, or heavy sour cream. Sour cream gives hard sauce a delicious flavor. For extra flavor add vanilla, lemon, or orange rind. Sprinkle some nutmeg over the top.

73. JOHN: Fine. Just fine! Now all we have to do is find the butter and sugar.

74. MUSIC:

75. FIRST WOMAN: (filter) It seems to me we've forgotten something very important.

76. JOHN: What's that?

77. FIRST WOMAN: (filter) Monday!

78. JOHN: Monday?

79. FIRST WOMAN: (filter) That will be the busiest day of them all.

80. FREYMAN: The lady is right, Johnny. So here goes for a suggested routine for Monday preparations for Christmas dinner.

81. JOHN: I know! Prepare the turkey, ready to stuff---.

82. FREYMAN: Crumb the bread, be sure there's enough.

83. JOHN: That's poetry!

84. FREYMAN: That's stuffing. Next prepare the vegetables. Then make the fruit cup and put it in a jar in the refrigerator. Next make cranberry sauce, if you don't use them in the fruit cup. Then the salad. After that wash the lettuce and put it in a bag in the refrigerator to crisp. You can also arrange the holiday centerpiece for your table. That leaves only the actual cooking and table setting to be done on Christmas day.

85. FREYMAN: (cont): In other words, get most of the work done ahead of time, so your holiday can be a light and happy one.

86. MUSIC: (Christmas theme under and hold)

87. JOHN: That's what we want for everyone---North...South...East...and West.

88. FIRST WOMAN: (filter) Merry Christmas from California.

89. SECOND WOMAN: (filter) Merry Christmas from Peoria.

90. THIRD WOMAN: (filter) Merry Christmas from Grand Junction.

91. FOURTH WOMAN: (filter) Merry Christmas from New England.

92. JOHN: And let me add Merry Christmas from Dixie.

93. MUSIC: (Up Christmas theme) (Bells)

94. FREYMAN: Merry Christmas to you, Johnny.

95. JOHN: The same to you, Mrs. Freyman. As Tiny Tim said, "God bless us every one."

96. MUSIC: (Up theme)

97. ANNOUNCER: CONSUMER TIME, written by Christine Kempton is presented every Saturday by the U. S. Department of Agriculture through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.

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